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Transmitted via Email

December 9, 2004

MINNESOTA BULLETIN NO. 260-5-13

SUBJECT: INF – MINNESOTA NRCS MARKETING EXCELLENCE AWARD

Purpose. To provide information about the Marketing Award to be presented in December 2005.

Expiration Date. December 30, 2005.

The Minnesota NRCS Marketing Excellence Awards honors outstanding achievement in marketing and public affairs activities by a field or Area Office or a section of the State Office of Minnesota NRCS.

Marketing is a critical responsibility of every employee of Minnesota NRCS. It is important to recognize and acknowledge outstanding contributions achieved by employees in raising the visibility of conservation and NRCS. It is the intent of the Marketing Committee to issue Minnesota NRCS Excellence in Marketing Awards to inspire, educate and encourage promotional activities by all employees.

Attached is the 2005 award nomination form. Submit nominations by fax or email to John T. Nicholson, ASTC (FO) by October 15, 2005. This award will be presented during the Minnesota Leadership Meeting in St. Paul in December 2005.

Award Categories for FY-2005

Up to three field offices, two Area Offices and one State Office section will be recognized with a Minnesota NRCS Marketing Excellence Award for:

- **Best Use of Digital Camera.**
- **Best Outreach Efforts; i.e., coordination and/or participation at fairs, trade shows, community organizations, local schools and field days/diversity outreach.**

Selection Criteria

1. Nomination by colleagues:

An individual may nominate only one field office, one Area Office and one State Office section for the Minnesota NRCS Marketing Excellence Award each year. Copy the attached nomination form as needed for each entry. Nominations will be accepted from any Minnesota NRCS employee.

2. Selection of the finalists:

The State Marketing Committee will review the nominations and select finalists for further consideration. Finalists may be asked to submit additional examples of specific marketing/public affairs accomplishments, which the nominator has indicated, to justify the award.

3. Designation of the Minnesota NRCS Excellence in Marketing Award:

The State Marketing Committee will review the nomination forms and examples of the finalists and will submit them, with prioritized recommendations, to the State Conservationist for final selection of the award recipients.

The Awards

Each award winner will receive a specially designed Minnesota NRCS Marketing Excellence Award plaque. Award winners may be asked to share their talents and expertise with offices throughout the state. Responsibilities may include such service activities as participating in workshops.

WILLIAM HUNT
State Conservationist

Attachment – Award Form

DIST: AE

*Minnesota NRCS Marketing Excellence Award
2005 Award Nomination Form*

Name of Nominee (Field or Area Office/State Office Section):

Address:

City, State & Zip:

Phone (including area code):

Describe how this office or section has displayed, specific actions, outstanding contributions in marketing and public affairs for Minnesota NRCS:

Nominated by:

Name:

Title:

Email Address:

Phone:

**Submit nominations by email or fax to John T. Nicholson, ASTC (FO), Rochester
Submission deadline is October 15, 2005.**

NRCS is an Equal Opportunity Provider and Employer

